

NEW PRODUCT LAUNCH SHEET

Region: **EU**

Brand Name: **GAULOISES BLONDES LEGERES**

Launch Date: **12/1/1996**

Country: **BELGIUM**

Type of Launch: **LINE EXTENSION**

Europe France, Switzerland,
Germany
Netherlands

Trademark Owner: **SEITA**

Kind of Pack: **FLIP TOP BOX**

Filter: **SINGLE FILTER**

Special Flavor: **NO SPECIAL FLAVOR**

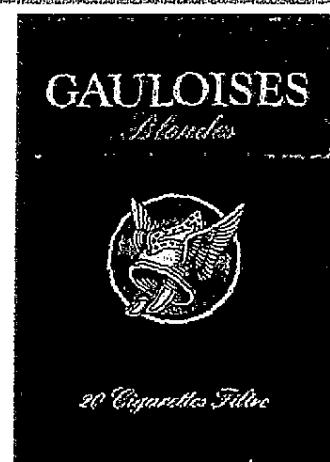
Style: **BLENDDED**

Length: **KING SIZE**

Delivery Category: **LIGHTS**

Circumference: **STANDARD**

Stick Count: **10**



Retail Price: **BEF 55**

PMI Price Class: **POPULAR**

Remarks: **French 20's pack is shown to illustrate packaging graphics.**